

THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR
PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. A method for initiating an electronic shopping transaction for a user-selectable item
5 presented in a computer generated original image on a display, comprising:
 - receiving a selection signal for said item from a user;
 - distorting said original image to produce a distorted region for said item to provide said user with detailed information for said item; and,
 - receiving a purchase signal for said item from said user.
- 10 2. The method of claim 1 wherein said distorting further includes:
 - creating a lens surface for said distorted region; and,
 - transforming said original image by applying a distortion function defining said lens surface to said original image.
- 15 3. The method of claim 2 wherein said creating further includes displaying a graphical user interface ("GUI") over said distorted region for adjusting said lens surface.
4. The method of claim 3 wherein said lens surface includes a focal region and a base region
20 and said GUI includes: a slide bar icon for adjusting a magnification for said lens surface; a slide bar icon for adjusting a degree of scooping for said lens surface; a bounding rectangle icon with at least one handle icon for adjusting a size and a shape for said focal region; a bounding rectangle icon with at least one handle icon for adjusting a size and a shape for said base region; a move icon for adjusting a location for said lens surface within said original image; a pickup
25 icon for adjusting a location for said base region within said original image; and, a fold icon for adjusting a location for said focal region relative to said base region.
5. The method of claim 1 wherein said original image includes a DVD image, a video cassette image, a cable television image, a satellite television image, and a video game image.

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6. The method of claim 1 wherein said selection and purchase signals are generated by moving a cursor on said display with a pointing device.

7. The method of claim 6 wherein said pointing device is a mouse.

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8. The method of claim 1 wherein said distorted region is on said item.

9. The method of claim 1 wherein said distorted region overlaps said item.

10 10. The method of claim 1 wherein said detailed information is said distorted region.

11. The method of claim 1 wherein said detailed information is purchasing information for said item.

15 12. The method of claim 11 wherein said purchasing information includes a price, a product identifier, a delivery period, and a function selection icon.

13. The method of claim 12 wherein said function selection icon includes a purchase icon and an add-to-shopping-cart icon.

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14. The method of claim 13 wherein said purchasing information is presented in a pop-up window.

15. The method of claim 14 wherein said pop-up window is presented adjacent to said 25 distorted region.

16. A method for initiating a control operation for a user-selectable video game character presented in a computer generated original image on a display, comprising:

receiving a selection signal for said character from a user;

30 distort said original image to produce a distorted region for said character to provide said user with detailed information for said character; and,

receiving a control signal for said character from said user.

17. A method for emphasizing an advertisement presented in a computer generated original image on a display, comprising:

5 distorting said original image to produce a distorted region for said advertisement to provide a user with detailed information for said advertisement.

18. A method for presenting a second GUI over a first GUI on a computer display to avoid occlusion of predetermined elements of said first GUI, comprising:

10 determining whether overlaying said second GUI on said first GUI will occlude said predetermined elements;

in response to said determining, distorting said second GUI to produce a distorted GUI having a distorted region avoiding said occlusion of said predetermined elements; and,

15 overlaying said distorted GUI on said first GUI for presentation on said computer display.

19. The method of claim 18 wherein said distorting further includes:

creating a lens surface for said distorted region; and,

20 transforming said second GUI by applying a distortion function defining said lens
surface to said second GUI.

20. The method of claim 19 wherein said lens surface is a folded lens surface.

25 21. The method of claim 20 wherein said folded lens surface includes a focal region and a
base region and said focal region is folded away from said predetermined elements relative to
said base region.

22. The method of claim 21 wherein said creating further includes displaying a third GUI
30 over said distorted region for adjusting said lens surface.

23. The method of claim 22 wherein said third GUI includes: a slide bar icon for adjusting a magnification for said lens surface; a slide bar icon for adjusting a degree of scooping for said lens surface; a bounding rectangle icon with at least one handle icon for adjusting a size and a shape for said focal region; a bounding rectangle icon with at least one handle icon for adjusting a size and a shape for said base region; a move icon for adjusting a location for said lens surface within said second GUI; a pickup icon for adjusting a location for said base region within said second GUI; and, a fold icon for adjusting a location for said focal region relative to said base region.

10 24. The method of claim 18 wherein said first GUI is a desktop GUI.

25. The method of claim 24 wherein said predetermined elements are predetermined icons in said desktop GUI.

15 26. The method of claim 18 wherein said first GUI is a menu.

27. The method of claim 26 wherein said menu includes a pop-up menu and a pull-down menu.

20 28. The method of claim 27 wherein said predetermined elements are predetermined items in said menu.

29. The method of claim 18 wherein said second GUI is a menu.

25 30. The method of claim 29 wherein said menu includes a pop-up menu and a pull-down menu.